

**Overall Media Campaign for Missouri SenioRx Program
Jan. 1 – Feb. 28, 2003**

Radio:

(Rural & Urban Markets)

1,875, :30-second spots on 75 stations (see attached radio list)

TV:

(Urban Markets Only)

104, :30-second spots on 13 stations (see attached list)

St. Louis

Kansas City

Springfield

Cape Girardeau

Newspaper:

255 ads

(Urban Primarily)

28, 3 col. x 5" ads in four metropolitan dailies (see attached newspaper list)

35, 3 col. x 5" ads in five urban, African-American weeklies (see attached newspaper list)

21, 3 col. x 5" ads in three urban, minority (Hispanic, Chinese and Jewish) weeklies

7, 3 col. x 5" ads in a labor paper (see attached newspaper list)

7, 3 col. x 5" ads in a legislative paper (see attached newspaper list)

1, 2 col. x 2" ad in 152 newspapers statewide

Monthlies:

(Rural)

1 full-page ad in Rural Missouri

1 full-page ad in Today's Farmer

3, quarter-page ads in senior publications (see attached newspaper list)

Additional Outreach Campaign

Direct Mail:

(100,000 + pieces, including 35,000 AARP members with household incomes of \$25,000 and less, 26,000 low-income household energy assistance program (LIHEAP) recipients with one household member who is 65 or older, 22,000 current Rx members, 8,000 Rx enrollees who did not send in their enrollment check, and other identified groups as follows:

- 5,014 physicians
- 2,000 churches
- 431 Rural Rental Elderly Housing Properties
- 118 Public Health Agencies
- 79 Housing Agencies and Authorities
- 210 Home Health Agencies
- 323 In-Home Providers
- 66 Hospice Organizations
- 75 Health-related Organizations
- 1,100 Churches (in St. Louis, Kansas City and Springfield/Greene Co.)
- 90 African American Fraternities/Sororities
- 70 Elks Lodges
- 34 United Way
- 4 NAACP Chapters
- 1,190 Long-Term Care Facilities
- 10,804

Phone calls/emails to:

250 Section 8 (HUD) apartment complexes in St. Louis, Kansas City and Springfield (the campaign yielded requests and 19 presentations)

Transportation:

550 OATS buses display Rx flyer from Jan. 1 – Feb. 28, 2003 (see attached copy of flyer)

Home-Delivered Meals:

26,000+ recipients of the Area Agencies on Aging's home-delivered meal program receive Rx brochure when volunteer delivers meal in Jan. and Feb. 2003

Presentations:

The Rx Program conducted/will conduct 110 trainings/presentations/public hearings from July 1, 2002 – Feb. 28, 2003. A breakdown of these presentations follows:

Categories:

- Legal/Elder Attorneys (1-Shelbina)
- Churches(2- Springfield; 3– St. Louis; 1-K.C.)
- Section 8 (HUD) Housing (12 – St. Louis; 7 K.C.)
- Rural Elderly Development Housing (1-Columbia)
- Public Hearings (2-K.C.; 2-St. Louis; 1 – Springfield; 1 –Macon; 1-Sikeston)
- Health Related Organizations (e.g., Red Cross) (1-Lake of the Ozarks)
- Residential Care Facilities (1- Fulton)
- Hospitals/County Health Depts/Emergency Medical Services (1-St. Joe; 1- Central MO; 1-Rolla; 1-NE MO;
- Area Agencies on Aging (10 trainings at or near headquarters of AAA offices; 2 MA4 - Columbia)
- Commissions (
 - (2- Governor’s Advisory Council on Aging- Jefferson City
 - (1-Special Health, Psychological & Social Needs of Minority Older Adults-Jefferson City)
- Independent Living Center (1- Bootheel)
- Physicians/Pharmacy Reps/Schools of Pharmacy (4- K.C.; 1- St. Louis)
- Health Fairs/ Conferences
 - (2- Project Wellness, St. Louis
 - 1- Senior Forum, St. Louis
 - 1- Black Expo, St. Louis
 - 2- 50+ Expo – St. Louis
 - 3- Sedalia)
- Senior Centers (1- St. Louis)
- Legislative Requests/Political Forum (3- K.C.; 1- Lake Ozark; 1 – Jeff City; 3- St. Louis)
- Grief & Loss Support Groups (26 - Mexico)
- Shepherd’s Center (1- Kansas City)
- Veterans’ Supermarket (2- St. Louis; 1 –K.C.)
- Senior Citizens Service Area Council (1- St. Louis)

List of Newspapers

	City	Ad Size	Number of Ads
(Urban)			
1. St. Louis Post-Dispatch 1/8, 15, 22, 29 2/15, 2/12, 2/19	St. Louis	3 col. x 5 in.	7 (Wednesdays)
2. St. Louis Labor Tribune 1/7, 1/14, 1/21, 1/28, 2/4, 2/11, 2/18	St. Louis	3 col. x 5 in.	7
3. Kansas City Star 1/8, 1/15, 1/22, 1/29, 2/15, 2/12, 2/19	Kansas City	3 col. x 5 in.	7 (Wednesdays)
4. Springfield News-Leader 1/5, 1/12, 1/19, 1/26, 2/2, 2/9, 2/16	Springfield	3 col. x 5 in.	7 (Sundays)
5. Southeast Missourian 1/5, 1/12, 1/19, 1/26, 2/2, 2/9, 2/16	Cape Girardeau	3 col. x 5 in.	7 (Sundays)
6. Missouri State Post 1/7, 1/14, 1/21, 1/28, 2/4, 2/11, 2/18		3 col. x 5 in.	7
(Urban, African-American)			
7. Kansas City Globe 1/6, 1/13, 1/20, 1/27, 2/3, 2/10, 2/17	Kansas City	3 col. x 5 in.	7
8. Kansas City Call 1/6, 1/13, 1/20, 1/27, 2/3, 2/10, 2/17	Kansas City	3 col. x 5 in.	7
9. St. Louis American 1/6, 1/13, 1/20, 1/27, 2/3, 2/10, 2/17	St. Louis	3 col. x 5 in.	7
10. St. Louis Sentinel 1/6, 1/13, 1/20, 1/27, 2/3, 2/10, 2/17	St. Louis	3 col. x 5 in.	7

List of Newspapers (con't).

	City	Ad Size	Number of Ads
11. St. Louis Argus 1/6, 1/13, 1/20, 1/27, 2/3, 2/10, 2/17	St. Louis	3 col. x 5 in.	7
(Urban, Hispanic & Other Minorities)			
12. Dos Mundos 1/6, 1/13, 1/20, 1/27, 2/3, 2/10, 2/17	Kansas City	3 col. x 5 in.	7
13. St. Louis Chinese American 1/6, 1/14, 1/21, 1/28, 2/4, 2/11, 2/18	St. Louis	3 col. x 5 in.	7
14. St. Louis Jewish Light 1/7, 1/14, 1/21, 1/28, 2/4, 2/11, 2/18	St. Louis	3 col. x 5 in.	7
Monthlies: (Rural)			
15. Rural Missouri	Statewide	Full Page	1 (Feb. issue_
16. Today's Farmer	Statewide	Full Page	1 (Feb. issue)
17. Jefferson City Senior Times	Jefferson City	Quarter Page	1 (Feb. issue)
18. Columbia Senior Times	Columbia	Quarter Page	1 (Feb. issue)
(Urban)			
19. Springfield Senior Living	Springfield	Quarter Page	1 (Feb. issue)
(Urban and Rural)			
20. 152 newspapers	Statewide	2 x 2	<u>1 (1st week in Feb.)</u> 104

Missouri SenioRx Program Radio/TV Campaign

RADIO

Statewide, minorities account for 8.54% of the total age 65 and over population; yet, only 3.6% of paid enrollment in the Missouri SenioRx Program is from minorities. Of those who are 65 and over and are minorities, 80.4% live in one of three places: St. Louis City, St. Louis County or Jackson County. The remainder live primarily in the rural areas of the state. However, the Missouri SenioRx Program does not have any minority enrollees in 44 rural counties (*Christian, Dade, Howell, Ozark, Polk, Stone, Bollinger, Carter, Iron, Ripley, Reynolds, Ste. Genevieve, Stoddard, Cedar, Chariton, Lafayette, Atchison, Caldwell, Daviess, Gentry, Grundy, Harrison, Holt, Nodaway, Putman, Sullivan, Worth, Clark, Knox, Macon, Montgomery, Ralls, Shelby, Audrain, Crawford, Laclede, Maries, Miller, Osage, Pulaski, Washington, Cass, Barton and Newton*) and only has 1 minority enrollee in 34 counties (*Barry, Dallas, Douglas, Lawrence, Oregon, Shannon, Wright, Butler, Madison, Mississippi, Perry, Wayne, Bates, Benton, Carroll, Johnson, St. Clair, Vernon, Andrew, DeKalb, Linn, Livingston, Mercer, Lewis, Lincoln, Randolph, Scotland, Warren, Camden, Dent, Gasconade, Moniteau, Morgan and Phelps*).

To increase minority enrollment, the Missouri SenioRx Program proposes airing 24, :30-second announcements in Springfield and Cape Girardeau, and 30, :30-second announcements in St. Louis and Kansas City. St. Louis and Kansas City have the highest concentration of minorities who are 65 and over.

The Missouri SenioRx Program also proposes airing 396, :30-second radio advertisements on 66 radio stations in the rural counties listed above. Appendix A is a sample of the radio stations that would cover the target areas listed above.

The radio stations listed have formats that market the “50-plus listener” (i.e., “news/talk,” “traditional, real or classic country,” “music of your life,” “easy listening,” “oldies,” “southern gospel” and “Christian”).

Appendix B includes the copy for the :30-second radio announcements. Lt. Gov. Joe Maxwell will voice the commercial. Spot-ready production will be provided in the necessary format, (i.e. CD or cassette).

Requested air-times for radio spots is Monday – Sunday 6:00 a.m. to 10 p.m.

TELEVISION

Counties in the areas of St. Louis, Kansas City, Springfield and Cape Girardeau have the highest concentration of people age sixty-five and older. St. Louis and Kansas City have the highest concentration of minorities who are sixty-five years of age and older. Yet, these areas have the lowest percentage of Missouri SenioRx Program paid enrollees.

The Missouri SenioRx Program proposes airing 26, :30 second spots of 13 stations in St. Louis, Kansas City, Springfield, and Cape Girardeau. The thirteen (13) television stations are:

Television Station	City	Market Size
1. KMOV-TV - CBS	St. Louis	Large
2. KPLR-TV - Warner Bros.	St. Louis	Large
3. KSDK-TV - NBC	St. Louis	Large
4. KTVI-TV – FOX	St. Louis	Large
5. KCTV – CBS	Kansas City	Large
6. KMBC-TV – ABC	Kansas City	Large
7. KSHB-TV – NBC	Kansas City	Large
8. WDAF-TV – FOX	Kansas City	Large
9. KDEB-TV – FOX	Springfield	Medium
10. KOLR-TV – CBS	Springfield	Medium
11. KSPR-TV – ABC	Springfield	Medium
12. KYTV – NBC	Springfield	Medium
13. KFVS-TV – CBS	Cape Girardeau	Medium

Martha Hicks, Silver Haired Legislature Board Member, Delegation Chair for Central Missouri, will voice the commercial. Spot-ready production will be provided in the necessary format.

Requested air-times for television spots is Monday – Sunday 6:00 a.m. to 10 p.m.